

**REMARKS**

Claims 1, 2, 5-7, and 9-11 are pending in the application. Claims 1, 2 and 9 are independent.

**Claim Rejections - 35 U.S.C. § 103**

(a) Claims 1, 2, and 5-7 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over Kowno et al. (US 2002/0093578) in view of Bhargava et al. (USP 6,072,586). This rejection is respectfully traversed.

With regard to the “electronic zoom device” of the present invention, the Examiner alleges that Kowno states:

- a. “Operation of the zoom button 15 also changes the size of the previously recorded image at the time of displaying such an image . . . [then,] by using the touch tablet 6A . . . the size of the displayed image at the time of displaying the image can also be changed’ (see paragraph 0183);”
- b. “at the time of displaying the images, portions of the displayed images to be enlarged can be selected by using the touch tablet 6A’ (see paragraph 0159);” and
- c. “If the zoom button 15 is operated while a previously recorded image is being displayed on the LCD 6, the displayed image can be enlarged or reduced . . . [in] addition, the magnification of the displayed image can be continuously adjusted in response to the actuation of the zoom button 15’ (see paragraph 0126 . . . ).”

In other words, the Examiner is alleging that, in Kowno, the size of the previously recorded image can be changed by an operation of the zoom button 15 of by using the touch tablet 6A.

Applicants also note that Kowno states:

- d. "In the above embodiment, by actuating the zoom button 15 at the time of shooting the object, the focal length of the shooting lens 3 is changed to optically change the magnification of the shot images" (see paragraph 0157); and
- e. "Moreover, when the focal length becomes longer than the preset upper limit as a result of operations for the touch tablet 6A, the CPU 39 changes to digital zooming after moving the second lens 3B . . . to its upper limit value of the focal length . . ." (see paragraph 0181).

In other words, in Kowno, at the time of shooting the object, the size of the image being shot is changed by either changing the focal length of the shooting lens 3 or by digital zooming. Therefore, once the zoom button 15 or the touch tablet 6A is operated to change the size of the image being shot, the information processing device of Kowno no longer senses a non-magnified full image.

In contrast, the image sensing apparatus of the present application, as recited in claim 1, includes:

a designating unit which allows a user to designate an electronic zoom area, within the displayed image, while a non-magnified full image is being sensed by the image sensing device;

a zoom changeover unit that displays the designated electronic zoom area on an entire display unit, while the non-magnified full image is being sensed by the image sensing device; and

an electronic zoom device that allows the user to change magnification of the image of the designated electronic zoom area, while the non-magnified full image is being sensed by the image sensing device (*emphasis added*).

Therefore, in the present invention, both the focal length and the digital zoom do not come into play when designating the electronic zoom area, displaying the designated electronic

zoom area, and changing magnification of the image of the designated electronic zoom area. Instead, the image sensing device continues to sense the non-magnified full image. Such a feature is neither disclosed nor suggested by the Kowno reference.

The Examiner relies on the Bhargava reference to show that a designating unit for designating an electronic zoom area in the image of the subject is known in the art.

Applicants respectfully submit, however, that, as shown in Fig. 1, the electronic zoom area is designated on a computer and, thus, not “while a non-magnified full image is being sensed by the image sensing device,” as required in claim 1.

Therefore, even assuming that Kowno and Bhargava can be combined, which Applicants do not admit, Kowno in view of Bhargava fails to disclose or suggest the “designating unit,” “zoom changeover unit,” and “electronic zoom device,” as recited in claim 1.

Claims 5-7, variously dependent on claim 1, are allowable at least for their dependency on claim 1.

Claim 2 is also allowable at least for the similar reasons as stated in the foregoing with regard to claim 1.

The Examiner is respectfully requested to reconsider and withdraw this rejection.

(b) Claims 9-11 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over Kowno in view of Bhargava in further view of Okamura (USP 6,788,345). This rejection is respectfully traversed.

Claim 9 is allowable at least for the similar reasons as stated in the foregoing with regard to claim 1.

More specifically, as stated in the foregoing with regard to claim 1, Kowno in view of Bhargava fails to disclose or suggest the “designating unit,” “zoom changeover unit,” and “electronic zoom device,” which are also recited in claim 9.

The Examiner relies on the Okamura reference to show that controlling an angle of illumination of a flash to correspond to a zoomed sensed image is known in the art.

Applicants respectfully submit, however, that even assuming that Kowno, Bhargava, and Okamura can be combined, which Applicants do not admit, Kowno in view of Bhargava, and in view of Okamura fails to disclose or suggest the “designating unit,” “zoom changeover unit,” and “electronic zoom device,” as recited in claim 9.

Claim 10, dependent on claim 9, is allowable at least for its dependency on claim 9.

Claim 11, dependent on claim 2, is allowable at least for its dependency on claim 2.

The Examiner is respectfully requested to reconsider and withdraw this rejection.

### Conclusion

Accordingly, in view of the above amendments and remarks, reconsideration of the rejections and objections, and allowance of the pending claims are earnestly solicited.

Should there be any outstanding matters that need to be resolved in the present application; the Examiner is respectfully requested to contact Maki Hatsumi, Reg. No. 40,417 at the telephone number of the undersigned below, to conduct an interview in an effort to expedite prosecution in connection with the present application.

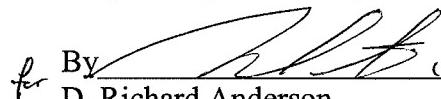
Application No. 09/766,577  
Amendment dated February 20, 2009  
Reply to Office Action of November 18, 2008

Docket No.: 0905-0254P

If necessary, the Commissioner is hereby authorized in this, concurrent, and future replies to charge payment or credit any overpayment to Deposit Account No. 02-2448 for any additional fees required under 37.C.F.R. §§1.16 or 1.17; particularly, extension of time fees.

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Respectfully submitted,

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